What better proof of Philip Morris superiority:—

EVEN *more* conclusive than the obvious improvement in patients' conditions* on changing to PHILIP MORRIS cigarettes is this:

ON CHANGING BACK TO OTHER CIGARETTES, CONGESTION RETURNED IN 80% OF THE CASES.**

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC.

119 FIFTH AVENUE, NEW YORK, N. Y.

* *Irritation of the nose and throat due to smoking.*

** *Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154.*

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Source: https://www.industrydocuments.ucsf.edu/docs/hhlk0000 -109